



project development  
<http://projects.takingitglobal.org/ipisimag>

project implementation  
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**Ipisi Project**  
**Working Paper on Vision and Implementation**  
**June 2003**

**1. Introduction**

**2. Mission Statement**

**3. Vision**

**4. Goals**

4.1 project resources

4.2 issues & comment

4.3 events & reports

4.4 organisations

**5. Implementation**

5.1 website development

(a) project resources

(b) issues & comment

(c) events & reports

(d) organisations

5.2 marketing

(a) networking

(b) recruitment

5.3 magazine

5.4 partnerships

5.6 finances

**6. Proposed Timeline**

**7. Conclusion**

**8. Feedback & Redraft mechanism**

drafted by Simon Moss, ipisi project coordinator  
[simon@ipisimag.grokspot.com](mailto:simon@ipisimag.grokspot.com)

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## 1. Introduction

The pilot edition has been completed. The website is coming together. We're getting good feedback on the concept of promoting and connecting active young Australians.

But how do we translate this into something ongoing, and something with larger reach?

I've been doing a lot of thinking, and this document is the result. I must stress, it is a starting point, not an end. It is a way for me to flag what I consider important and some strategies for our ongoing development. I want and need people to comment on it. I want and need people to say, "hey, I want to do something in this area, here are my ideas, I'll help run that part of the project."

Because essentially, the ipisi project is a series of smaller complementary projects. It has huge scope, if we put the effort in and work together. I can't do it by myself, I don't want to, so jump on board and let us know how you want to steer the project.

Cheers,  
Simon Moss  
coordinator, ipisi project  
simon@ipisimag.grokspot.com

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## 2. Mission Statement

ipisi an Australian based non-profit, youth-run project that is committed to promoting, connecting, empowering and involving young people in their communities through providing them with engaging and accurate resources on issues they care about.

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## 3. Vision

We envisage a world in which young Australians play an active, important and recognised role in creating and effecting positive change in fields of social, cultural and economic development and entrepreneurship. We aim to achieve this through improved communication and interaction between active young Australians and the community, and through the support, encouragement and promotion of youth-driven and -oriented initiatives.

Our vision for ipisi is for it to be a space for young people to express their ideas and work, in print, on the web and in the community. We are a means to the end of better communication and a more involved youth sector, our project is not an end in itself. Each component of the project, be it print, net or otherwise is a tool for achieving our mission. In this way, the pilot edition of the magazine, or a magazine full stop, is not our vision, it is merely one tool we can use to achieve our vision and goals.

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## **4. Goals**

The broad goals of the ipisi project are;

- i) to promote youth-led and -oriented projects that create positive change
- ii) to portray a positive and inspirational image of young people in the media
- iii) to connect young people with dreams and ideas to those with similar visions
- iv) to empower young people to create change themselves
- v) to offer a youth-oriented perspective on important local and global issues
- vi) to increase young people's awareness of opportunities for action
- vii) to involve young people in their communities

More defined goals exist within the framework of the four interconnected categories that ipisi is structured around;

### **4.1 Project Resources**

- i) to provide young people with links to information on developing their own project
- ii) to profile the successful projects of young people and the resources they utilised
- iii) to create a space where youth can come to discuss issues of project development
- iv) to promote and profile the individuals who are behind these projects

### **4.2 Issues & Comment**

- i) to develop engaging and action-oriented resources on issues young people care about
- ii) to create a space/link to a space for young people to discuss these and other issues
- iii) to offer comprehensive guides to further action on issues
- iv) to focus on youth-run and youth-centred projects regarding these issues

### **4.3 Events & Reports**

- i) to create a listing of upcoming events that young Australians can get involved in
- ii) to create a system whereby young people can promote their own events
- iii) to report on events involving and concerning young people
- iv) to link young people to resources on events and reports

### **4.4 Organisations**

- i) to promote opportunities with organisations who actively involve young people
- ii) to collate information on organisations who are relevant to young people
- iii) to create a system for young people to promote organisations they feel are useful
- iv) to provide an engaging resource to connect young people with relevant organisations

Many of these goals overlap and flow easily into one another, providing an effective way of integrating several facets of the project. It is acknowledged that certain goals take precedence over others, and the achievement of all goals is dependent upon the resources available to the project.

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## 5. Implementation

It is possible to achieve the goals outlined above in several different ways, depending on the resources available. The below points have been created in the context of the ipisi project being;

- i) developed and implemented voluntarily by young people
- ii) physically dislocated (people are not in the same place)
- iii) organic; not everything happens at once, some stuff happens faster than others
- iv) an ongoing project with a vision to being self-sustaining
- v) independent of outside control (this does not preclude working *with* others)
- vi) an evolution that may alter course in the future as circumstances demand

### 5.1 Website Development

- i) The internet is perhaps the most versatile tool at our disposal.
- ii) Can be cheap to produce and maintain.
- iii) Not dependent on physical location
- iv) Largest potential to be interactive, can be the most effective way of linking people to other information and resources.
- v) Usefulness is limited by how many people are aware of it
- vi) Website is an intangible resource that requires interpretation and knowledge; in this way, it can have the greatest effect for the greatest number if presented well, and be of no use in achieving goals if done poorly.

#### (a) project resources

- i) collate further resources on project development to link from ipisi site
- ii) research and create a list of successful youth-led projects, link to them, and, where possible, make contact and profile how they did it.
- iii) establish a forum for questions about project development; need someone to moderate it/help push answers along
- iv) research and create a list of amazing young people, setup an interview conversation, and get some of their thoughts out there

#### (b) issues & comment

- i) recruit volunteer writers and researchers, collate topic list, research topic and related organisations/resources, develop action-based information package
- ii) create/link to fora on issues covered above; AVOID DUPLICATING TIG
- iii) in doing the above, focus on finding what young people can do and how
- iv) research and make contact with youth-oriented projects regarding these issues

#### (c) events & reports

- i) research & collate current resources, filter to youth-specific and post on web
- ii) create an online form for event posting
- iii) recruit event attendees to report on attended events
- iv) collate info on other groups who provide issue specific events and reports

#### **(d) organisations**

- i) research and collate opportunities with youth-friendly organisations
- ii) as part of 5.1(b)(i) and 5.1(c) collate information on relevant organisations
- iii) create a web form for people to add organisations to our list
- iv) develop the above with reference to ipisi's emphasis on taking action

Implementing many of these ideas requires people with enthusiasm, computers and the ability to network. Each of the sections (a, b, c, d) could easily have their own coordinator, a position articulated in the 'team descriptions' document.

## **5.2 Marketing**

The way in which the project is communicated, perceived and marketed is vital to the success of ipisi. At this early stage, the project needs small numbers of high quality people and organisations to get involved. Once the team is more fully functioning, marketing can move on to targeting a wider youth audience. Marketing should take the place in both web-based and physical forms to broaden the reach of the project.

#### **(a) networking**

Noting the organic evolution of the project, it is proposed that networking is the most effective way of building a support base from which to more effectively operate. At this stage, this networking is targeted to specific groups;

- i) organisations who utilise youth volunteers
- ii) organisations who involve young people
- iii) young people who share our vision
- iv) other youth-media outlets

Contact from ipisi should be made in terms of how the ipisi vision and goals fits in with the goals and actions of the relevant organisation and person. There are many organisations out there who do *some* of what we are doing, our aim is to utilise them, not duplicate. We need to establish good working relationships with such organisations and individuals based upon;

- a) reciprocal website linking
- b) featuring in relevant sections of the project
- c) resource and information sharing regarding events and organisations

#### **(b) recruitment**

For the team to function effectively, it needs lots of contributors. The organisational structure of the project is outlined in the 'team descriptions' document. Volunteers are needed for both project coordination and content submission and will be sourced from;

- i) the groups described in 5.2(a)(i-iv)
- ii) ipisi [all hands] email list
- iii) youth-focussed mailing lists and websites
- iv) word-of-mouth and personal networks of existing team members

### 5.3 Magazine

- i) print-based materials are tangible and easy to digest
- ii) ipisi magazine is a brilliant marketing tool for marketing of the project
- iii) it reaches a market beyond what can be found on the web
- iv) it is cost prohibitive for both printing and distribution
- v) it requires physical centralisation to some extent

ipisi magazine is perhaps the best marketing tool possible for the ipisi project. It serves as a physical manifestation of the concept that underlies the project, it is a highlights package of what is possible. It cannot achieve the aims of the project by itself, it needs to be supported by further resources, such as a website.

In this regard, the pilot edition of the magazine will not be a unique publication. A proper launch of the magazine, with a new issue and supported website should only take place after adequate networking has been done and costs have been budgeted.

### 5.4 Partnerships

The ipisi project is focussed on creating a more united and connected system of youth-resources. In this way, we seek to minimise task duplication, and in areas where our vision and implementation overlap with like-minded organisations, we are open to partnerships and collaborations under the following circumstances;

- i) agreement between parties of common vision
- ii) continuing independence of the ipisi project from outside *control*
- iii) consent of ipisi advisory committees
- iv) regular review of collaboration

### 5.5 Finances

The printing and distribution of the ipisi pilot edition was funded jointly by Simon Moss and Passionfruit Education, with a welcome donation from Surfers Assisting Youth Studies. The ongoing development costs of the project are being borne by Simon Moss. In the near future, funding will need to be considered to cover many of the administrative costs incurred by the project.

Issues related to funding and the maintenance of independence will be researched during June, any suggestions are welcome. There is a preference for self-fund through fundraising, advertising and donations, followed by philanthropic grants and then finally government grants. It is acknowledged that any grant is an isolated bonus that should help facilitate the creation of project infrastructure to allow the ongoing self-funding of the project.

At this stage, there are no costs associated with web development and networking through electronic means. Print copies of the magazine are still in circulation, and more can be printed for \$1.10 each, distribution costs working on a sliding scale by package weight. In this regard, it is proposed that print media only be used a networking and marketing tool.

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## 6. Proposed Timeline

This timeline is neither definitive nor comprehensive. It will change according to the numbers and commitment of volunteers, availability of resources and networking success.

- June 03*
- circulate working paper and gather feedback
  - start nominations for advisory positions
  - intensify networking
  - continue website evolution & content upgrade
  - continue volunteer recruitment
- July 03*
- finalise implementation plan from working paper
  - research funding issues
  - reassess viability of print
  - engage partners & collaborating organisations for info/resource sharing
- August 03*
- complete website upgrade. reassess web needs
  - start comprehensive information upload on web
  - look at creation of further marketing tools
  - upgrade print materials/draft another concept issue
- September 03*
- start formally engaging schools and local councils (start term 4)
  - distribute new marketing material
  - reassess implementation strategy

The timeline, and project priorities generally, aim to strike a balance between getting involved and active *now*, and creating a project that can successfully evolve over time.

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## 7. Conclusion

This working paper signals one direction in which the ipisi project can head. It should serve as a guide for thinking about the possibilities that are in front of us, and some of the challenges that we will face. It's a clarification for all of the people involved in the project of what they're striving towards, a tool for initiating new members to the team, and a call for everyone to think about what we're doing, why, how and when. Finally, it is a working paper, not a proposal, not a decree and not the final word. It is the first word, so get to it and help us finish the sentence.

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## 8. Feedback & Redraft mechanism

This paper will be circulated to team members and interested parties in late May, as well as being posted in sections on the feedback forum. It will remain open to comment and changes for 4 weeks, after which it shall be redrafted into an implementation plan. Comments can be made on the boards or via email to Simon Moss; [simon@ipisimag.grokspot.com](mailto:simon@ipisimag.grokspot.com), [msn; sd\\_moss@hotmail.com](mailto:msn;sd_moss@hotmail.com)